

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 11998 180449Z

15

ACTION CU-04

INFO OCT-01 EA-07 ISO-00 /012 W
----- 119785

R 180301Z SEP 73
FM AMEMBASSY TOKYO
TO USIA WASHDC
INFO SECSTATE WASHDC 6822

UNCLAS TOKYO 11998

USIAC

STATE FOR CU

E.O. 11652: N/A

SUBJ: SPEAKER EVALUATION: JOHN REILLY AND RUDI STERN

1. FOLLOWING IS SUMMARY EVALUATION REILLY-STERN VIDEO
PROGRAMS IN JAPAN AUGUST 27 THROUGH SEPTEMBER 14.
DETAILED PROGRAM REPORT WILL FOLLOW IN DUE COURSE.

2. SPEAKERS HAD TWO-SESSION PROGRAM, ONE CONSISTING
PRIMARILY THEIR OWN WORKS, THE OTHER PRIMARILY
ABSTRACT/KINETIC WORK BY OTHER VIDEO ARTISTS. FULL
PROGRAM GIVEN AT ALL SIX CENTERS IN JAPAN. FORMAT
REILLY/STERN SHOW INVOLVED RUNNING TAPES WITH VERY
BRIEF EXPLANATORY REMARKS, THEN RESPONDING TO QUESTIONS.

3. AUDIENCE TURNOUT AND QUALITY GENERALLY GOOD,
RANGING FROM SATISFACTORY TO EXCEPTIONALLY GOOD.
SPEAKERS PUT OFF BALANCE SOMEWHAT AT FIRST BY APPROACH AND
PREMISES OF JAPANESE QUESTIONERS, BUT RAPPORT WITH
AUDIENCES AND QUALITY OF EXCHANGE IMPROVED STEADILY
AFTER FIRST FEW SESSIONS.

4. JAPANESE AUDIENCE MEMBERS, ESPECIALLY THOSE
ASKING QUESTIONS, INCLUDED MANY WITH SOME KNOWLEDGE
OF VIDEO IN USA, INTERESTED IN DOCUMENTARY VTR'S.
CABLE TV, AND COMMUNITY ROLE VIDEO. SPEAKERS
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TOKYO 11998 180449Z

RESPONDED TO THESE QUESTIONS, WHICH SOMETIMES OCCUPIED

MAJORITY OF Q AND A PERIODS. SOME AUDIENCE MEMBERS PUZZLED THAT ONLY ABSTRACT/KINETIC WORKS REPRESENTED IN TAPES SHOWN.

5. PROGRAMMING INCLUDED INFORMAL MEETINGS WITH JAPANESE VIDEOLOGUES, AND ARTISTS, AT MEALS, VISITS TO TV STATIONS, ETC. SPEAKERS WERE POSITIVE AND COOPERATIVE IN TAKING PART IN THESE SESSIONS, SITTING WITH PATIENT RESIGNATION THROUGH SHOWINGS BY JAPANESE COLLEAGUES, WHO SHOWED WORK OF WIDELY VARYING QUALITY.

6. WITH SKILLED AND TIRELESS SUPPORT FROM RAVC AND SONY, TECHNICAL SIDE WAS COMPLETE SUCCESS. REILLY AND STERN SAID THAT PLANNING, PREPARATION, AND TECHNICAL ARRANGEMENTS WERE BEST THEY HAD EVER ENCOUNTERED.

7. IN TERMS OF OVERALL PROGRAM OBJECTIVES, PROGRAM WAS SHORT OF EXPECTATIONS. THE TAPES SHOWN, CERTAINLY PRESENTABLE, INCLUDED MUCH WORK OF ONLY LIMITED IMPACT -- INCLUDING SOME OF THE TAPES BY REILLY AND STERN THEMSELVES. AUDIENCES THUS INTERESTED BUT NOT REALLY EXCITED. THIS ATMOSPHERE TENDED CONTINUE DURING QUESTIONS AND ANSWERS, WHICH, ESPECIALLY AT OUTSET OF THEIR PROGRAM IN JAPAN, PRESERVED DISTANT UNINVOLVED RELATINOSHIP WITH AUDIENCE.

8. REILLY AND STERN ADDED TO DIFFICULTIES BY OVERTIRING THEMSELVES AT BEGINNING JAPAN VISIT, TRYING 24-HOUR TOKYO TOUR, SAMPLE WHOLE SONY CATALOG, AND DO PROGRAMS SIMULTANEOUSLY. THEY BEGAN CATCH UP ON SLEEP ONLY IN LATTER PART OF STAY. AT MINIMUM FATIGUE CERTAINLY REDUCED COMMUNICATIVENESS AT SEVERAL SESSIONS. ALTHOUGH THEY THREW FEWER TANTRUMS THAN MANY PERFORMERS IN SIMILAR SPECIALITIES, THEY DID NOT PROMOTE PROGRAMMERS' CALM AND WELL-BEING. EVEN WHEN MANAGED CLOSELY, THEY TENDED APPEAR FOR PROGRAMS ONLY AT LAST POSSIBLE MOMENT, LOSE THINGS (AIR TICKETS, ETC.), DEMAND CHEAPEST HOTELS AND THEN COMPLAIN ABOUT QUALITY OF ROOMS, AND SO ON.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 TOKYO 11998 180449Z

9. OVERALL, POST RATES THIS PACKAGED PROGRAM AT B-PLUS OVERALL, WITH REILLY/STERN B FOR EFFORT AND C-MINUS FOR BEHAVIOR. POST WOULD BE WILLING PROGRAM REILLY/STERN AGAIN, BUT ON SELECTIVE BASIS AND NOT FOR MAJOR PACKAGED PROGRAM. NOTHING IN USIS JAPAN'S EXPERIENCE WITH THIS PROGRAM WOULD PRECLUDE PROGRAMMING REILLY/STERN BY OTHER USIS POSTS WITH GOOD STAFFS AND STRONG NEVERS WHICH WISHED COMPETENT PRESENTATION

OF STATE OF VIDEO IN THE USA.
CARTER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 18 SEP 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973TOKYO11998
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730926/aaaaasvk.tel
Line Count: 117
Locator: TEXT ON-LINE
Office: ACTION CU
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: kellerpr
Review Comment: n/a
Review Content Flags:
Review Date: 28 SEP 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <28-Sep-2001 by maustmc>; APPROVED <07 FEB 2002 by kellerpr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SPEAKER EVALUATION: JOHN REILLY AND RUDI STERN
TAGS: SCUL
To: USIA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005